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This report summarizes the findings of the 2011 Living in Downtown and the Centres Survey. For a copy of this bulletin and more information on the Official Plan's 5-year review, please visit: toronto.ca/opreview/

March 2012

Highlights

- Compared with the rest of the City, Downtown and the Centres have:
  - more adults in their twenties and thirties;
  - more single person households; and
  - fewer families with children.
- 75% of Downtown and Centre residents moved to their current homes from another location within the City of Toronto.
- Access to public transit was the number one reason given by residents for choosing to live in a Centre. For Downtown residents, being close to work was the most important reason.
- For Downtown and Centre residents, the most important reasons for a future move to a new home involve improving their housing – more space, more affordable, or to own. Most will move within their local area or stay within the City of Toronto.
- Over 35% of residents in each Centre use transit to get to work or school, with this level rising to over 50% in North York and Yonge-Eglinton. Walking is easily the most popular mode of travel to work or school for those living Downtown.
- Downtown and Centre residents enjoy living close to various amenities such as shopping, community and cultural facilities, transportation networks and services.
- Downtown and Centre residents see housing affordability and traffic congestion as the most common negative aspects of their areas.
- Overall, Downtown and Centre residents tend to be very satisfied with the areas in which they live – offering an average satisfaction rating of 8.1 (on a scale of 1 to 10).

Living in Downtown and the Centres

Toronto is a large, complex mature urban centre that continues to grow through intensification, rebuilding and reurbanization. A key principle of Toronto's Official Plan is to manage this growth in a way that directs significant change to some areas while protecting existing neighbourhoods. The Official Plan identifies Downtown and the Centres (Scarborough, North York, Etobicoke and Yonge-Eglinton) as important growth areas (**Map 1**).

The Official Plan envisages Downtown and the Centres accommodating population and employment growth by:

- providing a mixture of housing, jobs, services, entertainment and cultural activities in dynamic mixed use settings; and
- supporting these uses with excellent transit accessibility and by serving as bus and rail hubs for TTC, GO Transit and other networks.

Official Plan policies for Downtown and the Centres are designed to support population and job growth by encouraging the provision of high quality community services, parks and open spaces, pedestrian and cycling linkages and a high quality public realm.

The Official Plan, which has been in force since June 2006, is now subject to a mandatory five-year review. In order to assess the present policies for Downtown and the Centres, it is necessary to understand more about the housing needs and quality of life

Map 1 - Downtown and the Centres

issues of people living in these areas of the City. The Living in Downtown and the Centres Survey was conducted to provide information on these issues and particularly to provide information that is not readily available from the Census.

The survey provides a unique view of Downtown and Centre residents including:

- Who lives in Downtown and the Centres.
- Why people choose to live in Downtown and the Centres.
- Why they chose their current residence.
- Where they lived previously.
- How long they intend to stay in Downtown or a Centre and where they would move to next.
- Where they work and how they get there.
- Opinions of the quality of life in the Downtown and the Centres, particularly in terms of the services available and the public realm.

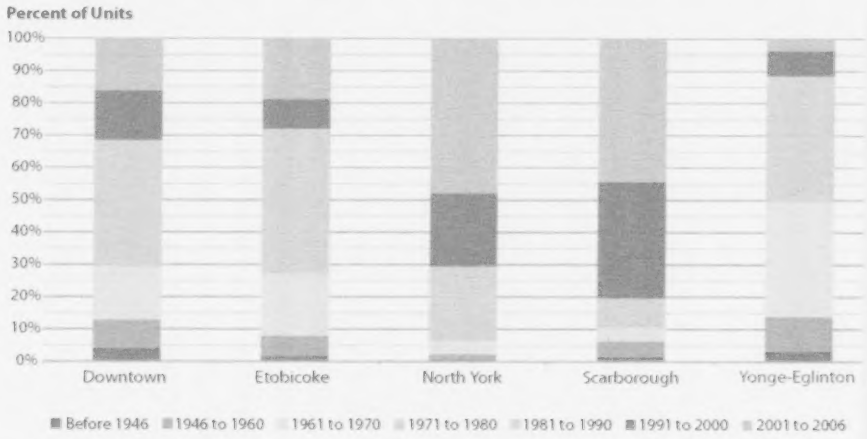
Development in Downtown and the Centres

The housing in Downtown and the Centres is predominantly in high rise apartments and condominiums. They have been developed at different rates and in different time periods in each area, as shown in **Figure 1**.

- Downtown has experienced considerable residential growth since the Central Area Plan was implemented in 1976. As a result, the residential population Downtown has increased significantly since that time.
- Most apartments in Yonge-Eglinton Centre were built in the 1960s and 1970s and today the area contains the highest proportion of high rise rental housing among Downtown and the Centres.
- Etobicoke Centre saw significant residential development in the 1970s and 1980s.
- In North York and Scarborough Centres the majority of residential growth has occurred over the last two decades.

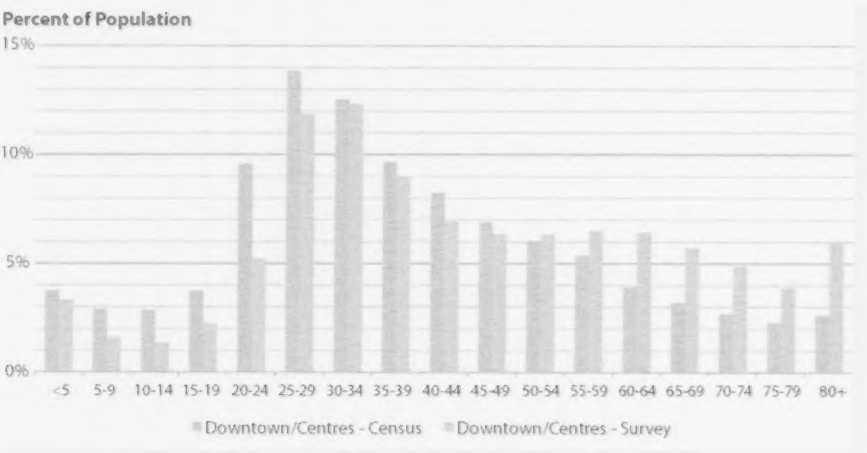
Today, Downtown and the Centres are the focus of significant residential intensification. Between June 2006 and December 2010, approximately 43% of all city-wide residential development proposals were located in either Downtown or the Centres.

Figure 1 - Apartments by Period of Construction in Buildings of 5 or more Storeys



Source: Statistics Canada, 2006 Census

Figure 2 - Age Structure in Downtown and the Centres
(Living in Downtown and the Centres Survey vs 2006 Census)



Source: Living in Downtown and the Centres Survey, 2011; Statistics Canada, 2006 Census

Who Lives in Downtown and the Centres

The survey asked people for typical demographic information – their age, their household type, their income, education and occupation, and the kind of dwelling they live in. The answers paint a picture of who lives in these areas. These are the kinds of questions the Census asks too, so they help us to assess how well our sample of respondents represents the total population in each area; and they also enable us to compare Downtown and the Centres with the rest of the City (see 'Note about the Census' on page 19). Here's what we learned.

Age Structure

Figure 2 shows the large numbers of Downtown and Centre residents in their twenties and thirties revealed by the survey – and the relatively small numbers of children and teens. Data from the 2006 Census suggest that the numbers of young adults are even greater than the survey results show, with about 45% of all residents between the ages of 20 and 39. The Census data also indicate that seniors were over-represented in the survey response and those under 30 were under-represented.

How do Downtown and Centre Residents Compare?

Figure 3 compares the age profiles of Downtown and the four Centres. Downtown and Yonge-Eglinton Centre have a generally younger residential profile than the other Centres.

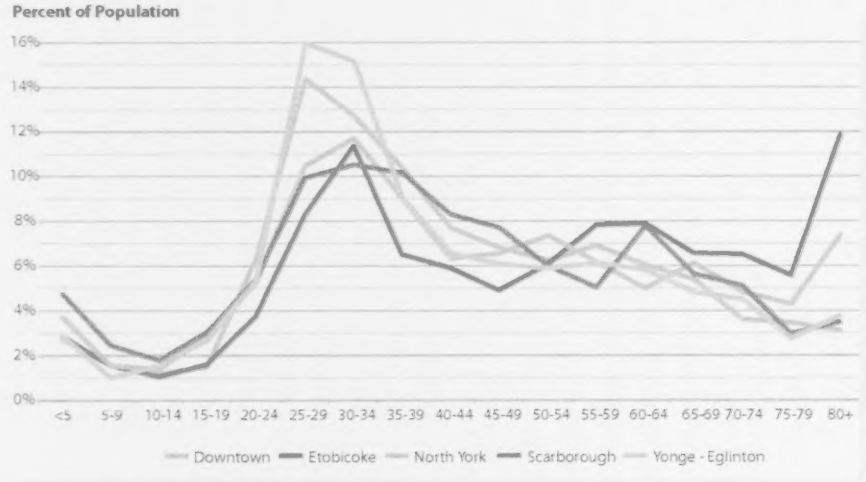
- Downtown and Yonge-Eglinton Centre have the highest proportion of residents between the ages of 20 and 39.
- The average age of household heads was the highest in Etobicoke Centre at 55 and the lowest in Downtown and Yonge-Eglinton Centre at 46.
- A greater proportion of those over the age of 55 were found among Etobicoke Centre residents than any of the other areas surveyed.
- Residents from Scarborough and North York Centres reported more children under the age of 10 than any of the other areas surveyed.

Dwelling Types and Tenure

More than 70% of residents in all areas reported living in high rise buildings of 13 or more storeys **(Figure 4)**, ranging from 54% in Downtown to 92% in Scarborough Centre.

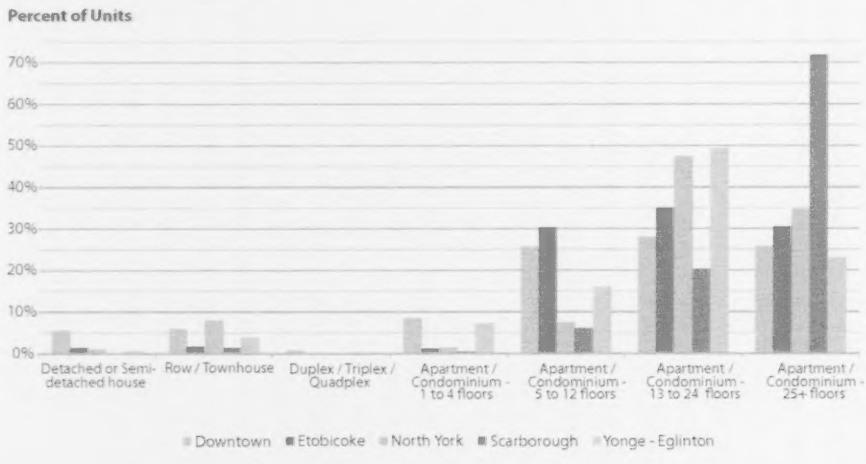
The dwelling units of most residents are small: most of the apartments have one

Figure 3 - Population by Age



Source: Living in Downtown and the Centres Survey, 2011

Figure 4 - Structure Type



Source: Living in Downtown and the Centres Survey, 2011

or two bedrooms. Those in Downtown and Yonge-Eglinton Centres tend to be smaller than those in Scarborough, North York and Etobicoke Centres, as shown in **Figure 5.**

- Close to 60% of units in Downtown and Yonge-Eglinton Centres are bachelor or one-bedroom units compared to one-third in the other Centres.
- Conversely, between 60% and 70% of units in Scarborough, North York and Etobicoke Centres have two or more bedrooms.

The majority of survey households (64%) own the residence in which they live, which is higher than the level indicated by the Census. As seen in **Figure 6**, owners outnumber renters in most areas with the exception of Yonge-Eglinton Centre where 70% of residents reported renting their current residence.

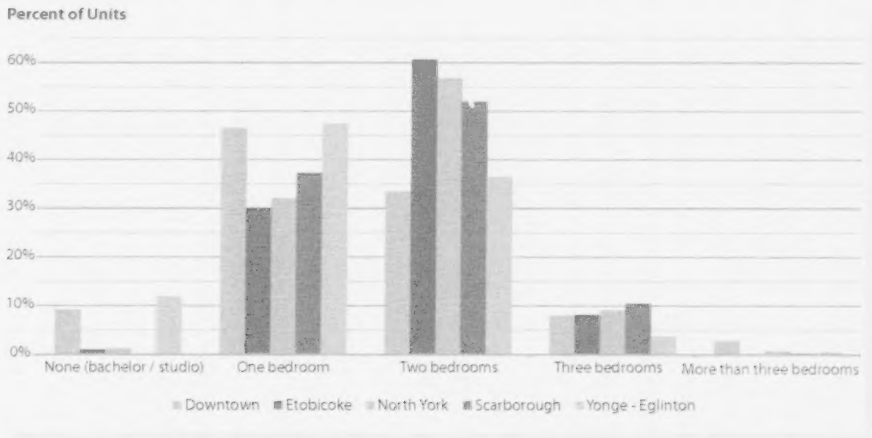
Household Type

Figure 7 shows the types of household in which residents live. Most households are small: in all areas surveyed single person households were the most prevalent, and households without children outnumber those with children.

- Over half of the households in Downtown and Yonge-Eglinton Centre are single person households.
- Scarborough Centre recorded the largest concentration (25%) of households with children (including couples with children and single parent households), followed closely by North York Centre with 21%.

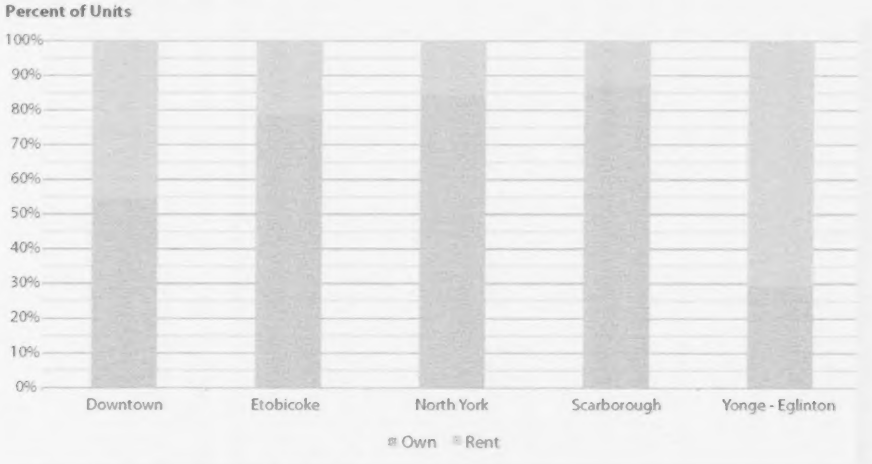
Note that Census data suggest the survey responses may over-represent couple households with no children.

Figure 5 - Dwelling Size (number of bedrooms)



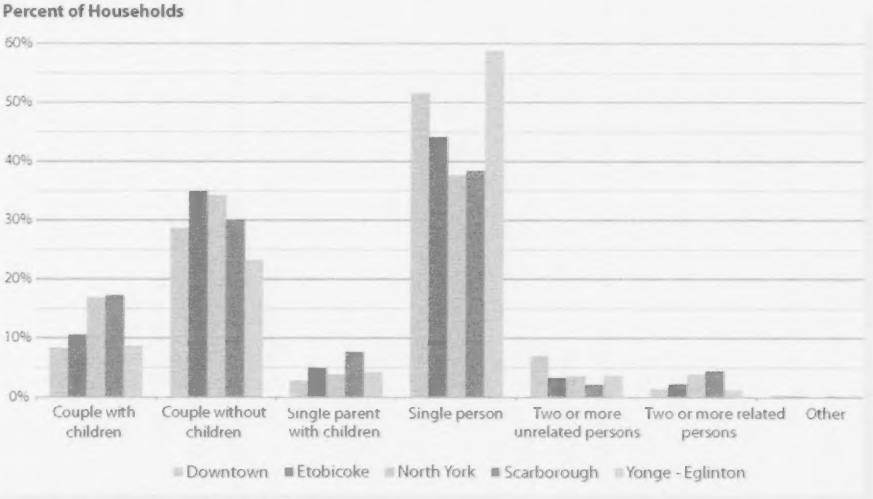
Source: Living in Downtown and the Centres Survey, 2011

Figure 6 - Dwelling Tenure



Source: Living in Downtown and the Centres Survey, 2011

Figure 7 - Household Types



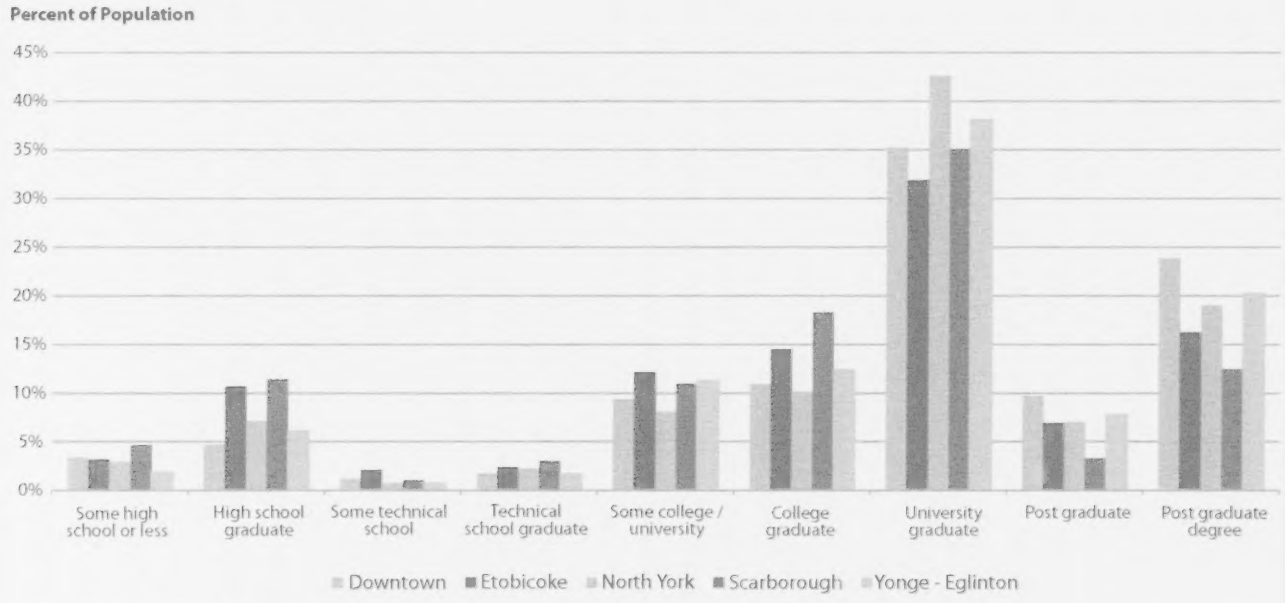
Source: Living in Downtown and the Centres Survey, 2011

Education and Income

Residents in Downtown and the Centres tend to be highly educated **(Figure 8)**. Over half have a university education, particularly in Downtown and North York Centre.

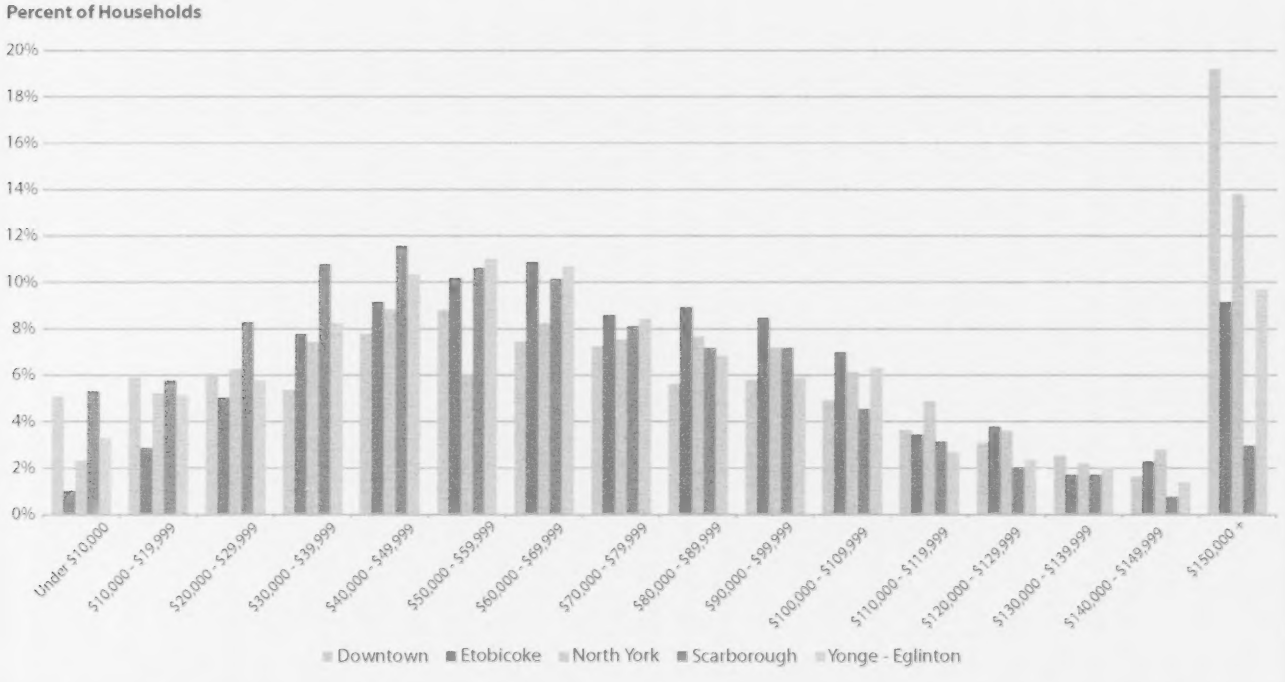
Downtown and North York Centre also reported the highest proportions of households earning annual household incomes above $100,000, with nearly one in five such households in Downtown **(Figure 9)**. At the same time, Downtown had relatively high numbers of households with annual household incomes under $20,000. Scarborough Centre also stands out with its relatively high proportion of households with annual incomes under $50,000.

Figure 8 - Highest Level of Education



Source: Living in Downtown and the Centres Survey, 2011

Figure 9 - Household Incomes



Source: Living in Downtown and the Centres Survey, 2011

Employment Status

Survey respondents were asked to select all occupational activities that might apply including work, school or retirement. As **Table 1** shows, the majority of residents with single activities in Downtown and the Centres are employed full-time, ranging from 50% in Etobicoke Centre to 61% in Downtown. Retirement was the second most common status among Downtown and Centre residents, from 35% of Etobicoke Centre residents down to 17% in Downtown. Note however, that as shown in **Figure 2**, retirees are probably over-represented in the survey responses compared to the actual population in Downtown and the Centres.

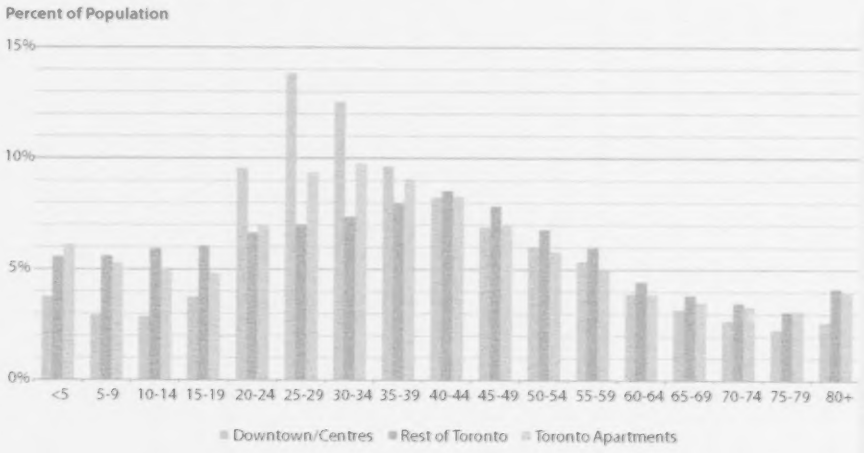
Among those who selected multiple occupational activities, the most common dual entry was employed full-time / student part-time. Following this group were those who indicated employed full-time / work at home and retired / employed part-time.

How Does the Demographic Profile of Downtown and the Centres Differ From the Rest of the City?

According to the 2006 Census, Downtown and the Centres show a much higher proportion of younger adults aged 20-34 than the rest of the City **(Figure 10)**. These areas also have much lower numbers of children and somewhat fewer adults over 40 than the rest of the City. Downtown and the Centres also constitute a distinct group of the City's apartment dwellers – again with higher proportions of young adults and lower proportions of children. These effects are magnified in Yonge-Eglinton Centre with its concentration of people in their late twenties and early thirties. However, they are much less noticeable in Etobicoke Centre, which has fewer young adults and more children and seniors than the other Centres.

This basic age structure difference is also reflected by household type. Downtown and the Centres have more single person households and fewer families with children than the rest of the City.

Figure 10 - Age Structure
(Downtown and the Centres compared to the Rest of the City)



Source: Statistics Canada, 2006 Census

Table 1 - Occupational Status

	Downtown	Etobicoke	North York	Scarborough	Yonge-Eglinton
Single Occupational Status	96.7%	96.6%	96.4%	95.9%	95.2%
Employed full-time	61.5%	50.5%	53.6%	60.9%	59.9%
Employed part-time	5.6%	4.3%	4.0%	3.4%	4.8%
Home-based employment	3.4%	1.3%	2.0%	2.3%	2.9%
Not currently working	3.6%	2.6%	5.5%	4.8%	4.8%
Retired	16.9%	35.2%	27.4%	19.5%	18.4%
Student full-time	3.1%	1.2%	1.4%	2.6%	2.0%
Student part-time	0.4%	0.1%	0.1%	0.4%	0.4%
Other	2.2%	1.5%	2.4%	2.0%	1.9%
Multiple Occupational Status	3.3%	3.4%	3.6%	4.1%	4.8%
All Occupations	100%	100%	100%	100%	100%

Source: Living in Downtown and the Centres Survey, 2011

Choosing Where To Live

The population of Downtown and the Centres is constantly changing as new households move into the area and other households move out. The Survey asked residents for information on their previous residence as well as their future intentions.

Where Did Downtown and Centre Residents Live Before Moving to Their Current Home?

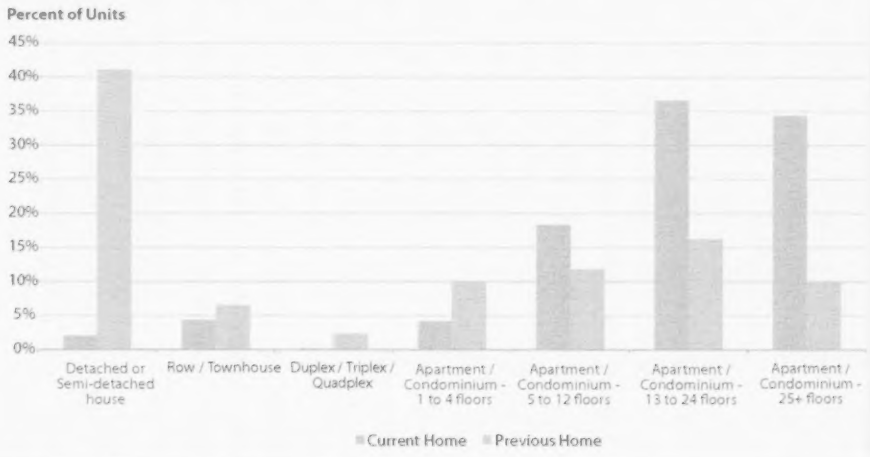
Moving to Downtown or a Centre represented a significant change from previous living arrangements for many who now live in these areas. As shown in **Figure 11** many residents now living in Downtown and the Centres moved from residences in ground-related housing such as single or semi-detached dwellings. Over 50% of Scarborough and Etobicoke Centre residents lived in single or semi-detached structures before moving to their current homes while only about one-third of Downtown and Yonge-Eglinton Centre residents made similar moves.

Most current residents did not leave any members of their previous household behind when they moved to new homes in Downtown or the Centres. As such, these previous residences were available for new households. Scarborough Centre residents were most likely (35%) to have left their previous home with household members still in residence. In most cases, those that left household members behind moved from a parental home to form a new household in Downtown or a Centre.

How Far Did Current Residents Move From Their Previous Home?

The majority of current residents did not move far from their previous home when choosing to live in Downtown or a Centre. As seen in **Table 2**, about one-in-five residents indicated that they moved to their current homes from another location within their current area of residence (Downtown or Centre) and 75% came from homes within the City of Toronto. While these figures vary between Downtown and the Centres, the overall trend is consistent among all Centres. Since Downtown occupies a much larger portion of the City than any of the Centres it is more likely that current residents will move to their current home from other Downtown locations.

Figure 11 - Structure Type of Current and Previous Home



Source: Living in Downtown and the Centres Survey, 2011

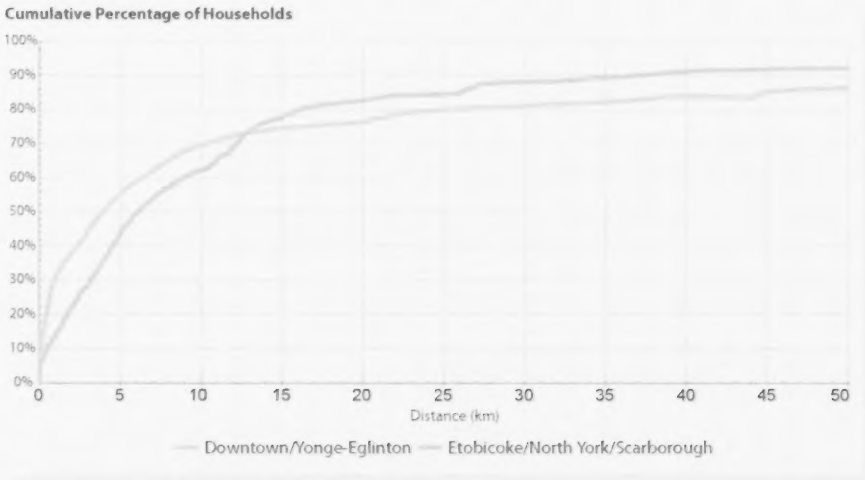
Table 2 - Location of Previous Residence

Area	All Areas	Downtown	Etobicoke	North York	Scarborough	Yonge-Eglinton
Same Building	7.1%	11.4%	7.1%	4.9%	4.6%	7.6%
Rest of Centre/Downtown	14.8%	33.1%	4.6%	16.9%	3.7%	16.0%
Rest of City of Toronto	53.4%	30.6%	61.4%	54.3%	66.7%	53.2%
Rest of GTAH *	16.1%	12.8%	19.3%	17.4%	19.2%	12.0%
Rest of Canada	8.7%	12.0%	7.6%	6.4%	5.8%	11.1%
Total	100%	100%	100%	100%	100%	100%

** GTAH = Greater Toronto Area and Hamilton*
Source: Living in Downtown and the Centres Survey, 2011

Figure 12 further illustrates the close proximity of previous homes to current residences by showing the cumulative percentage of households against the distance from previous to current homes for residents currently living in Downtown and the Centres. For example, approximately 70% of Downtown/Yonge-Eglinton households previously lived within ten kilometres of their present home, compared with about 62% in the other Centres. The proportion of residents who moved to another unit in the same building is indicated by the point at which each line begins on the left side of the chart. As seen in **Table 2**, this point falls between 5% and 7% of Centre residents and more than 11% for those living Downtown.

Figure 12 - Distance from Previous Residence



Source: Living in Downtown and the Centres Survey, 2011

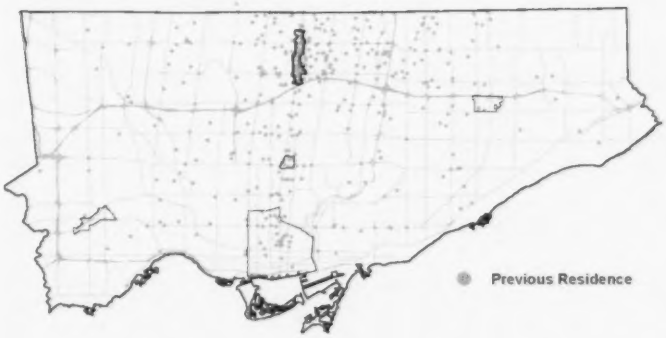
The Downtown and Yonge-Eglinton Centre line shows a steeper initial rise and an earlier "flattening" than seen in Scarborough, North York or Etobicoke Centres. Many current Downtown and Yonge-Eglinton Centre residents moved relatively shorter distances from their previous homes than those in Scarborough, North York and Etobicoke Centres. Downtown and Yonge-Eglinton Centre are also more likely to attract residents who move longer distances from their previous homes.

Looking toward Downtown from Allen Road south of Highway 401 - a distance of 10 kilometres to the heart of Downtown.

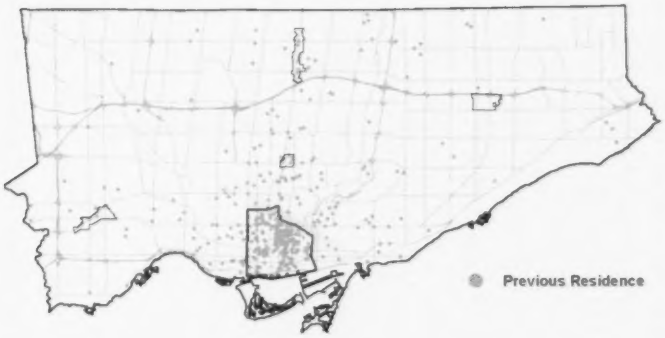
Location of Previous Residence in Toronto

Maps 2 to 6 illustrate this trend further by showing the relative concentration of previous residences for those living in Downtown and the Centres. While the majority of residential mobility in Downtown and the Centres is driven by residents throughout the City of Toronto, the location of previous residence is concentrated in close proximity to the area (Downtown or Centre) in which residents lived at the time of the survey.

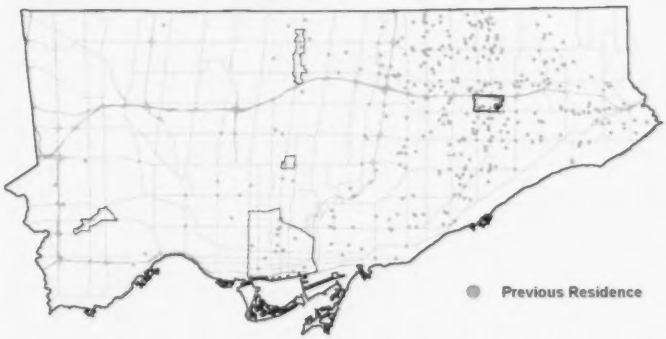
Map 4
North York Centre Residents



Map 2
Downtown Residents

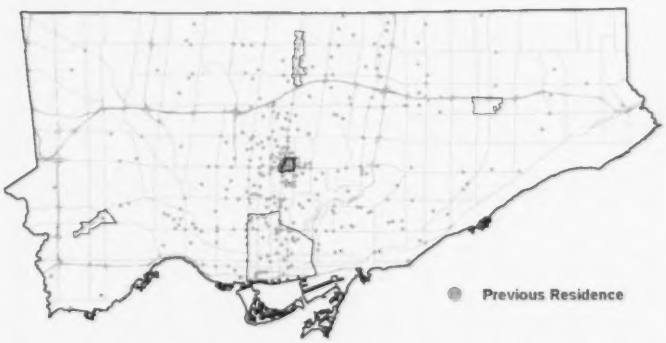


Map 5
Scarborough Centre Residents



Map 3
Etobicoke Centre Residents

Map 6
Yonge-Eglinton Centre Residents



Note: Previous residence is mapped to postal code or nearest street intersection where provided by respondents.

Source: Living in Downtown and the Centres Survey, 2011

Why do Residents Choose to Live in Downtown or a Centre?

The survey asked each respondent to list the top 3 reasons why they chose to live in their current location. **Table 3** presents the most important reasons. In each area, there is general agreement on the most important factors:

- the top ten factors account for approximately 75% of all recorded responses in each area;
- top five factors accounted for about half of all responses and;
- the top two reasons covered close to a third of all factors provided.

For each Centre, access to public transit was the most important reason for choosing the Centre, and this is consistent with the Official Plan's vision of transit supported development in the Centres. Also within each Centre, other very important reasons included proximity or closeness to important elements of daily life such as jobs, shopping or family and friends.

For Downtown residents, being close to work was the most important reason, and the survey results suggest that those living Downtown offset the need for public transit to a certain degree by choosing alternate modes of travel such as walking, as shown in **Figure 17**. Downtown residents also valued the variety of shopping, entertainment and amenities.

Scarborough residents stand out as valuing access to shopping and access to the highway as important reasons almost on par with access to public transit. Highway access was also relatively important for Etobicoke and North York Centre residents. Owning one's home falls in the top 10 list for all Downtown and Centre residents, but choosing a generally affordable area in which to live was ranked much lower among Downtown residents than by those living in the Centres.

What Factors are Most Important When Choosing a Home in Downtown or a Centre?

Respondents were asked to rate the importance (on a scale of 1 to 10) of each of 29 factors that they consider when deciding to purchase or rent a home in Downtown or a Centre. **Table 4** shows the results. The table is sorted by most important to least important for the aggregate rating of all areas surveyed, and factors with an overall rating of 7.5 or greater are highlighted for each area. The table also shows the percentage of respondents who considered that each factor does not apply to them. Generally, the larger this percentage, the lower the overall rating given.

Table 3 - Top 10 Reasons for Choosing to Live in Downtown or a Centre

	All Areas		Downtown		Etobicoke		North York		Scarborough		Yonge-Eglinton	
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank
Access to public transit	19.3%	1	14.0%	2	23.5%	1	23.4%	1	14.7%	1	19.3%	1
Close to work	9.2%	2	21.0%	1	6.6%	3	5.3%	6	7.2%	5	6.3%	4
Access to shops / stores / market	8.4%	3	7.1%	3	5.4%	6	7.7%	2	13.7%	2	9.4%	2
Convenience / Accessibility	5.8%	4	5.9%	5	3.1%	12	6.4%	4	7.7%	4	6.3%	5
Close to friends / family	5.0%	5	3.0%	12	8.3%	2	4.5%	8	6.8%	6	3.2%	11
Location	4.8%	6	2.7%	15	5.3%	7	5.5%	5	4.1%	10	6.0%	7
To own residence	4.7%	7	3.7%	9	5.5%	5	4.7%	7	4.4%	9	4.9%	9
Close to the highway	4.5%	8	0.5%	23	5.7%	4	7.1%	3	10.2%	3	1.2%	19
Safety	4.2%	9	1.1%	19	3.8%	10	4.1%	10	2.7%	12	8.0%	3
Nice community / neighbourhood	4.0%	10	1.5%	17	5.1%	8	4.3%	9	2.6%	13	5.6%	8
Access to amenities & services	3.9%	11	4.0%	7	2.4%	14	3.4%	11	2.9%	11	6.2%	6
Affordable	3.1%	12	0.6%	22	4.5%	9	3.1%	12	6.1%	7	2.0%	14
Access to restaurants / bars	2.9%	13	3.9%	8	1.6%	17	2.9%	14	0.9%	19	4.5%	10
Close to sporting facilities	2.8%	14	1.9%	16	3.2%	11	3.1%	13	5.1%	8	1.6%	17
Ability to walk everywhere	2.6%	15	6.3%	4	1.4%	19	1.9%	16	0.9%	18	2.4%	12
Close to school	2.2%	16	3.2%	11	1.8%	15	2.8%	15	1.7%	14	1.6%	16
Central location / close to everything	1.9%	17	3.6%	10	0.7%	24	1.6%	17	1.0%	17	2.1%	13
Access to entertainment / nightlife	1.8%	18	5.2%	6	0.3%	26	1.2%	19	0.3%	27	1.6%	15
All Others	9.0%		10.7%		11.8%		7.3%		7.1%		8.0%	

Source: Living in Downtown and the Centres Survey, 2011

The factors that residents found to be most important in selecting a residence reflected many of the popular reasons for choosing an area in which to live. For instance:

- Living in a home in close proximity to a public transit stop or station is important in Downtown and the Centres.
- Vehicle parking in the building is very important for Scarborough, North York and Etobicoke residents but less so for those living in Downtown and Yonge-Eglinton Centre.
- Scarborough Centre residents valued living close to an expressway more than those living in Downtown or another Centre.
- Other factors that are generally very important include affordability, unit size and layout, safety, and proximity to grocery stores and work.

Factors that were less important to Downtown and Centre residents when choosing their current home include:

- The presence of a convenience store, coffee shop, bar or restaurant within the building in which they live.
- Living close to schools and daycare, though Scarborough Centre residents were more likely to value living in close proximity to schools and daycare since Scarborough Centre contains more families with children than Downtown or the other Centres.

Generally, factors related to the accessibility of the location and to the dwelling itself were more important in choosing a home than local services and amenities, with the notable exception of being close to a grocery store.

Table 4 - Reasons for Choosing Current Residence

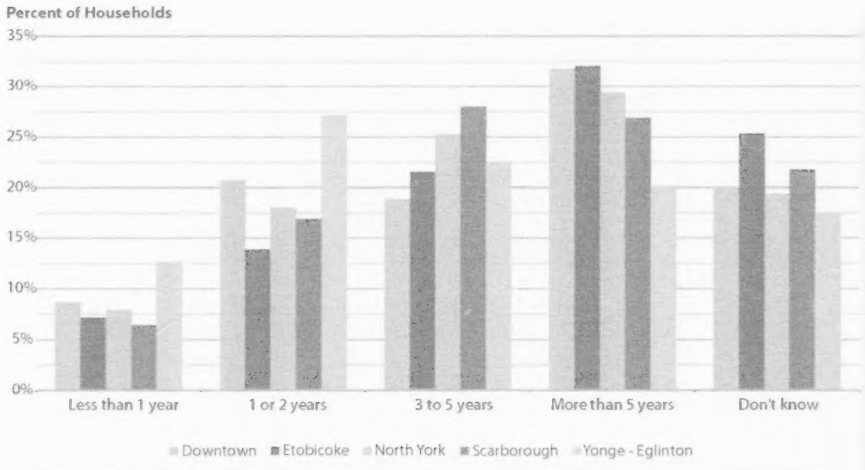
	All Areas		Downtown		Etobicoke		NorthYork		Scarborough		Yonge-Eglinton	
	Avg Rating	N/A	Avg Rating	N/A	Avg Rating	N/A	Avg Rating	N/A	Avg Rating	N/A	Avg Rating	N/A
Close to a subway or rapid transit station	8.7	1.3%	8.6	1.8%	9.1	1.8%	9.3	0.6%	7.8	1.2%	8.3	1.1%
Affordability	8.4	1.9%	8.1	2.3%	8.4	1.8%	8.4	1.2%	8.7	0.9%	8.4	2.7%
Design and layout of unit	8.2	1.7%	8.1	1.9%	8.4	1.5%	8.4	1.7%	8.4	1.2%	7.9	1.8%
Vehicle parking in building	8.0	6.3%	6.4	11.5%	8.7	4.7%	8.8	2.8%	9.0	1.3%	7.3	9.0%
Close to grocery store	7.9	2.1%	7.7	1.6%	7.3	4.1%	7.9	1.5%	8.1	1.0%	8.3	2.0%
Good building security	7.8	3.5%	7.3	5.5%	8.3	3.2%	8.0	2.4%	8.7	1.3%	7.3	3.7%
Close to a bus of streetcar stop	7.8	5.0%	7.9	3.2%	7.7	8.3%	7.4	7.0%	8.5	2.5%	7.9	3.8%
Number of bedrooms in new residence	7.7	2.7%	7.3	3.3%	7.8	1.7%	7.9	1.4%	7.9	2.3%	7.5	4.3%
Close to work	7.5	12.0%	8.5	6.0%	6.9	19.1%	7.0	12.6%	7.4	12.1%	7.5	11.5%
Views from residence	7.3	1.9%	7.0	2.6%	7.4	1.7%	7.4	1.8%	8.0	1.2%	6.9	2.0%
Close to culture / entertainment	7.1	3.7%	7.9	2.1%	6.2	6.1%	6.9	2.8%	6.4	4.6%	7.6	3.3%
Balcony/Terrace	7.1	6.3%	6.8	9.4%	7.4	5.5%	7.0	5.3%	6.4	7.7%	7.5	3.7%
Absence of shadows from adjacent buildings	6.9	3.4%	6.6	4.0%	7.0	2.8%	7.1	2.3%	7.6	4.3%	6.6	3.5%
Exterior building design	6.9	2.0%	6.6	1.8%	7.2	1.9%	6.9	2.5%	7.5	1.9%	6.5	1.9%
Availability of storage locker in building	6.8	8.5%	6.0	14.9%	7.4	7.5%	7.2	6.1%	7.3	5.0%	6.4	7.1%
Close to public park	6.7	3.3%	6.9	2.1%	6.8	2.7%	6.6	4.2%	6.7	4.6%	6.5	3.5%
Indoor building amenities	6.5	6.9%	5.8	11.7%	6.9	5.6%	6.7	4.7%	7.6	1.6%	5.9	8.5%
Close to medical facility / hospital	6.4	3.5%	6.2	3.9%	6.3	5.1%	6.3	2.6%	7.2	2.8%	6.3	3.2%
Close to expressway	6.3	6.9%	5.1	9.5%	6.7	5.7%	7.0	4.3%	8.1	2.3%	4.9	10.6%
Newer building than previous residence	6.2	10.3%	5.1	9.4%	6.7	12.4%	6.6	9.7%	7.6	7.2%	5.7	12.0%
Environmentally friendly building elements	5.8	12.8%	5.7	16.4%	5.8	12.5%	5.6	12.3%	6.7	8.8%	5.4	13.2%
Close to natural area	5.8	10.3%	6.4	5.4%	6.1	9.1%	5.1	16.3%	6.0	8.0%	5.3	12.5%
Outdoor building amenities	5.7	9.7%	5.0	14.4%	6.0	8.4%	5.7	8.3%	6.7	5.3%	5.3	10.3%
Number of floors in building	5.5	4.2%	5.3	4.0%	5.6	3.6%	5.4	4.3%	6.1	4.1%	5.1	5.1%
Bicycle parking in building	4.9	16.3%	5.4	14.8%	4.9	19.7%	4.9	15.2%	5.0	13.5%	4.5	17.5%
Pets allowed in building	4.7	15.5%	5.0	16.0%	4.4	16.4%	4.1	18.2%	4.5	12.0%	5.2	13.9%
Close to schools / daycare	4.3	20.8%	4.1	17.0%	4.0	26.7%	4.6	20.8%	5.1	17.0%	3.9	22.1%
Convenience store in building	3.9	22.0%	3.7	19.4%	3.9	28.0%	3.8	21.5%	4.6	19.5%	3.6	20.9%
Coffee shop / bar / restaurant in building	3.5	23.4%	3.6	20.2%	3.4	29.1%	3.6	22.0%	4.0	21.7%	3.1	23.7%

Source: Living in Downtown and the Centres Survey, 2011

How Long do Downtown and Centre Residents Intend to Stay in Their Current Home?

Over one quarter of all residents intend to move to another residence within the next two years and one half would do so within the next five years (**Figure 13**). In Yonge-Eglinton Centre, 40% of residents intend to move within two years and 62% would like to move within five years. This is consistent with 2006 Census data for Toronto that show that about 60% of apartment dwellers moved within the previous five years and 22% within the past year.

Figure 13 - Anticipated Length of Stay in Current Residence



Source: Living in Downtown and the Centres Survey, 2011

The survey results also indicate, however, that while some people move often, others remain in the same place for long periods. Residents reported having lived in their current Downtown and Centre homes for an average of 6.8 years – longer in Downtown and Yonge-Eglinton Centre (7.5 and 8 years), close to the average in Etobicoke and North York Centres (6.5 years) and less in Scarborough Centre (4.8 years).

Why do Downtown and Centres Residents Want to Move?

The survey asked those who intended to move within the next five years to list their top three reasons for moving. While the main reasons that households move into Downtown or a Centre relate to location and accessibility, especially to transit, **Table 5** indicates that the most important reasons for moving again are to improve their housing – more space, more affordable, or to own.

Many of these residents also wish to move to accommodate a growing family. The reasons for moving are generally consistent across Downtown and all the Centres, although a couple of anomalies stand out:

- moving to an area with less traffic is much more important for North York Centre residents – and is not an important factor for Downtown residents;
- moving in order to achieve more outdoor space is less important for Scarborough Centre residents than those living elsewhere.

Table 5 - Top 10 Reasons for Moving in the Next 5 Years

	All Areas		Downtown		Etobicoke		NorthYork		Scarborough		Yonge-Eglinton	
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank
Larger unit / More rooms	19.6%	1	23.9%	1	18.6%	1	20.9%	1	18.9%	1	17.5%	2
Purchase next home	12.4%	2	14.1%	2	11.3%	3	9.0%	3	6.9%	3	17.7%	1
Affordable / Cheaper maintenance fees & taxes	11.6%	3	10.1%	3	13.2%	2	11.4%	2	11.3%	2	11.9%	3
Start a family / Growing family	6.4%	4	4.5%	4	7.1%	4	7.8%	4	5.0%	5	6.9%	4
Closer to work or school	4.5%	5	3.2%	8	3.7%	7	4.2%	7	6.5%	4	4.7%	5
More outdoor space / Backyard	3.9%	6	4.3%	5	5.3%	5	4.3%	6	2.6%	11	3.2%	7
Getting older / Agility / Too many floors	3.5%	7	2.6%	10	4.5%	6	3.8%	8	3.9%	8	2.8%	9
Job change or transfer	3.4%	8	4.2%	6	3.3%	8	2.4%	12	3.6%	9	3.5%	6
Neighbourhood Change	2.9%	9	2.1%	14	3.3%	9	2.9%	11	4.4%	7	2.3%	10
Schools-General	2.8%	10	3.4%	7	1.2%	18	3.7%	9	4.4%	6	1.8%	13
Less traffic	2.3%	11	0.6%	25	2.3%	13	5.4%	5	1.2%	22	1.7%	15
Nicer building / Apartment	2.3%	12	3.2%	9	1.1%	20	3.1%	10	2.1%	16	2.1%	11
Closer to family and/or friends	2.2%	13	2.4%	11	2.7%	10	1.3%	20	1.5%	19	2.8%	8
Moving in with partner	1.9%	14	1.6%	17	1.8%	17	1.7%	17	2.7%	10	1.8%	14
All Others	20.3%		19.9%		20.8%		18.3%		25.0%		19.1%	

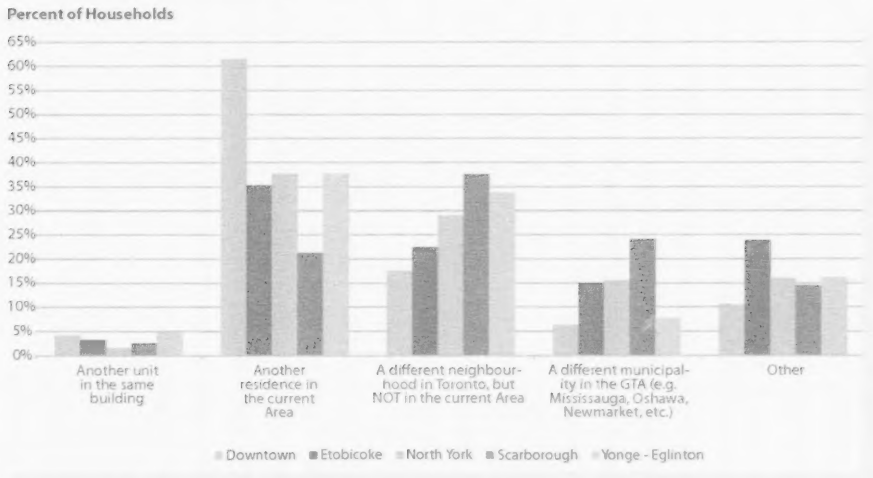
Source: Living in Downtown and the Centres Survey, 2011

Where Do They Want to Go?

As shown in **Figure 14**, the likely destination of movers reflects the relatively short moves they made into Downtown or the Centres. Most will move within their local area or stay within the City of Toronto. Downtown residents are far more likely to move to another residence in the same area than those living in the Centres, reflecting in part the size of Downtown.

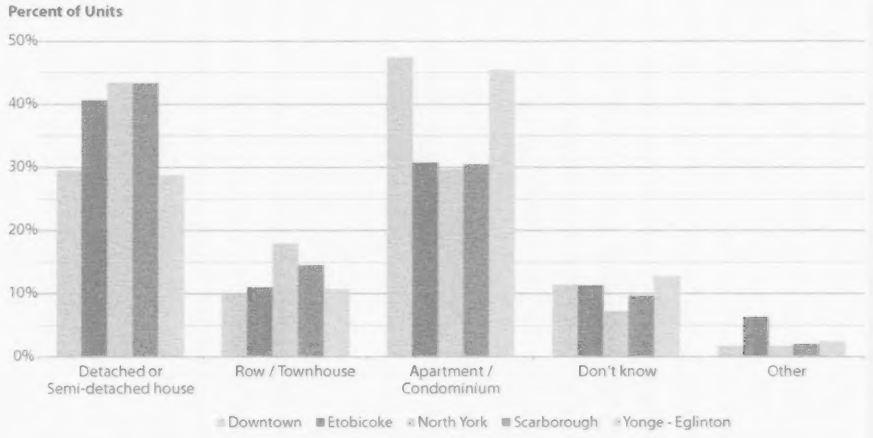
Thirty percent of all households expressed a clear intention to move out of the Centres in the next five years, while only 14% intend to move out of Downtown. Scarborough Centre residents are less likely to stay in their Centre of residence and more likely to move out of Toronto to a neighbouring municipality than those living in Downtown or the other Centres. At the same time, Downtown residents are least likely to move to a future Greater Toronto Area (GTA) residence outside of the City of Toronto.

Figure 14 - Future Residential Location



Source: Living in Downtown and the Centres Survey, 2011

Figure 15 - Structure Type of Future Residence



Source: Living in Downtown and the Centres Survey, 2011

What Type of Housing Do They Want to Move Into?

The majority of those who intend to move in the next five years would prefer to own their future home. For those currently living in Yonge-Eglinton Centre this would indicate a significant shift in tenure. Seventy percent of Yonge-Eglinton Centre residents currently live in rental accommodations, but 61% of those who intend to move in the near future would choose to purchase their next home.

Figure 15 indicates that Downtown and Yonge-Eglinton Centre residents are more likely to move into an apartment / condominium while the majority of Scarborough, North York and Etobicoke Centre residents would prefer to move to a ground-related dwelling.

A mix of housing options can be found in Downtown and the Centres.

Travel To Work and School

Toronto's Official Plan envisages the Centres as 'dynamic mixed use settings ... where people can live close to their work'. The Survey asked residents about their occupational status, where they work or go to school and how they get to these locations.

Where Do Residents Work or Go to School?

Table 6 shows that relatively few Centre residents live and work in the same Centre, especially when those who work at home are excluded. North York is the most successful Centre in this regard.

In contrast, well over half of Downtown residents also work or go to school in Downtown. Downtown also attracts far more workers and students from the Centres than are attracted to their local Centre. Thirty-six percent of all Downtown and Centre residents work or attend school in Downtown, and 32% in other parts of the City not within Centres.

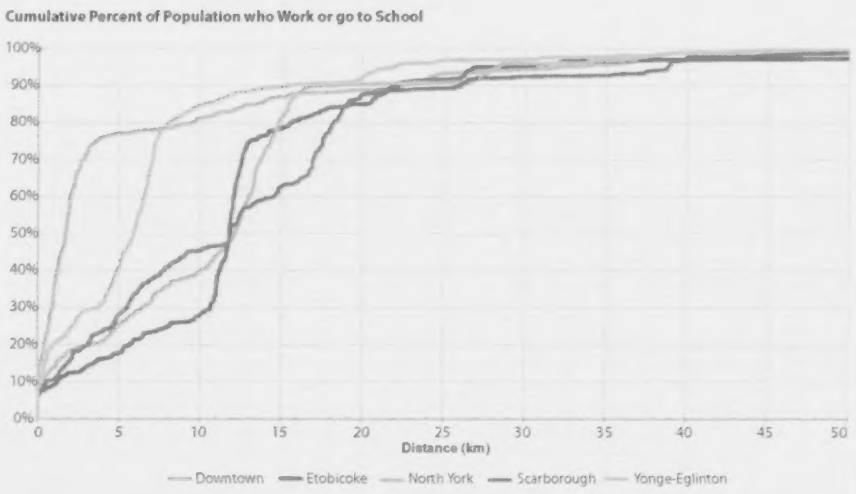
About 17% work or go to school outside Toronto with the highest proportion in Etobicoke Centre (28%).

How Far Do They Travel?

Figure 16 shows the cumulative percentage of residents who work or go to school against the distance they travel to work or school. For example, approximately 77% of Downtown residents work or go to school within five kilometres of their home. Downtown and Yonge-Eglinton Centre residents tend to make shorter work or school trips than residents in the other Centres. Over 80% of both Downtown and Yonge-Eglinton Centre residents travel less than ten kilometres.

The 'Downtown effect' is clearly shown in **Figure 16**. The line representing each of the Centres makes a relatively steep upturn at the distance of the Centre from Downtown. This steep section of the line represents the relatively large number of workers and students from the Centre who travel Downtown.

Figure 16 - Distance From Home to Work or School



Source: Living in Downtown and the Centres Survey, 2011

Table 6 - Work or School Location

	All Areas	Downtown	Etobicoke	North York	Scarborough	Yonge-Eglinton
At Home	9.2%	13.8%	6.4%	8.1%	7.4%	10.4%
Downtown	35.7%	71.5%	26.9%	29.8%	18.7%	35.0%
Etobicoke	1.9%	0.0%	9.4%	0.2%	0.3%	0.0%
North York	5.5%	2.0%	2.2%	17.4%	1.7%	3.2%
Scarborough	2.0%	0.0%	0.0%	0.7%	10.5%	0.4%
Yonge-Eglinton	5.1%	0.6%	1.7%	1.6%	0.8%	15.8%
Rest of Toronto	32.2%	15.5%	30.1%	30.9%	46.5%	36.1%
City of Toronto	82.4%	89.5%	70.4%	80.5%	78.5%	90.5%
Rest of GTAH *	17.1%	9.3%	28.1%	19.5%	21.5%	9.3%
Other	0.5%	1.1%	1.5%	0.0%	0.0%	0.2%
Employment District	9.1%	3.4%	9.1%	8.7%	14.4%	9.5%

** GTAH = Greater Toronto Area and Hamilton*
Source: Living in Downtown and the Centres Survey, 2011

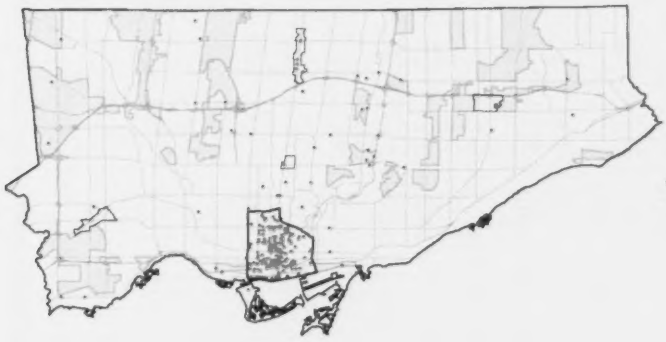
Work or School Location in Toronto

Maps 7 through 11 show the distribution of work or school locations in the City of Toronto for those living in Downtown and the Centres.

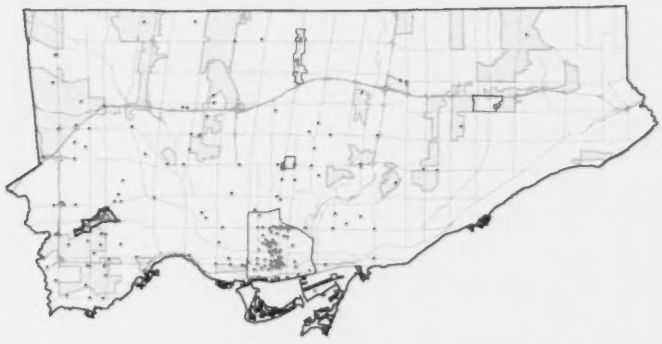
Legend - Maps 7 to 11

- **Work or School Location**
- **Employment District**

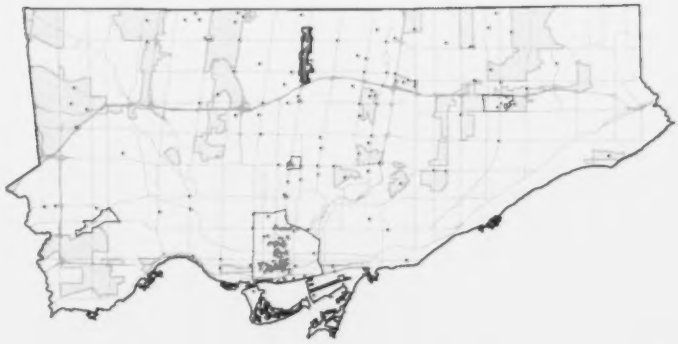
Map 7
Downtown Residents



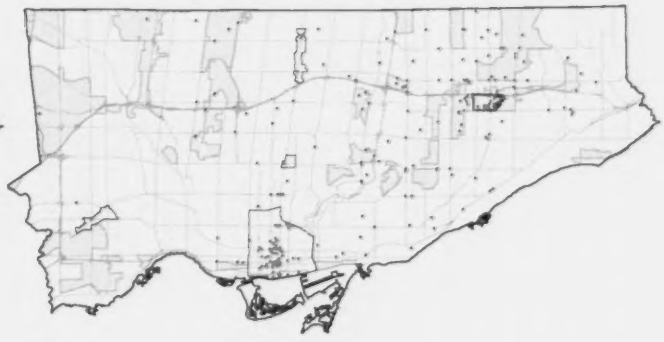
Map 8
Etobicoke Centre Residents



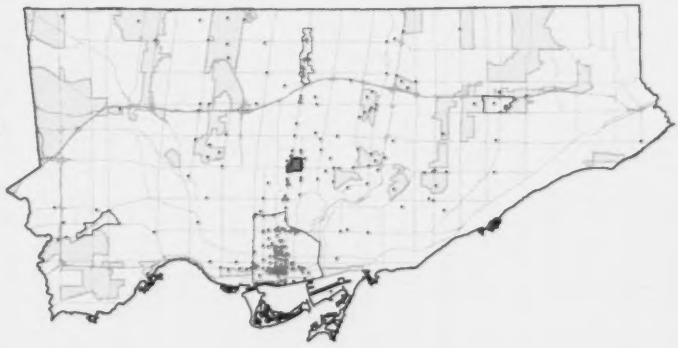
Map 9
North York Centre Residents



Map 10
Scarborough Centre Residents



Map 11
Yonge-Eglinton Centre Residents



Note: Work or School Location is mapped to postal code or nearest street intersection where provided by respondents.

Source: Living in Downtown and the Centres Survey, 2011

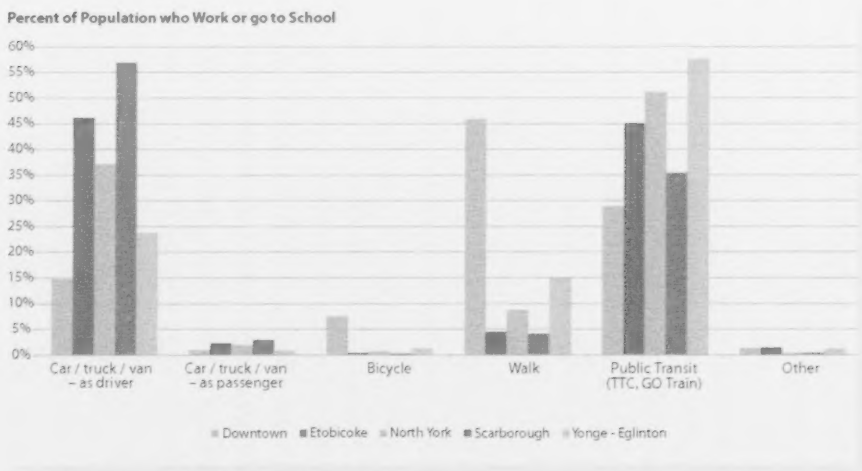
How Do They Travel?

The Official Plan also envisages Centre residents being able to 'easily get to their jobs by transit.' **Figure 17** shows that over 35% of residents in each Centre use transit to get to work or school, with this level rising to over 50% in North York and Yonge-Eglinton Centres.

Automobile users are more prevalent in Etobicoke, North York and Scarborough Centres and outweigh transit users in Scarborough and Etobicoke Centres.

Walking is easily the most popular mode of travel for those living Downtown, which is not surprising given that Downtown residents are more likely to choose residences close to work than those living in the other Centres.

Figure 17 - Travel Mode to Work or School



Source: Living in Downtown and the Centres Survey, 2011

Quality of Life in Downtown and the Centres

Toronto's Official Plan policies for Downtown and the Centres are designed to support population and job growth by encouraging the provision of high-quality community services, parks and open spaces, pedestrian and cycling linkages and a high-quality public realm. To learn more about how attractive Downtown and the Centres are as places to live, the survey asked respondents to list one positive and one negative aspect of living in their area and to indicate how satisfied they were with a selection of services and amenities, and with Downtown or the Centre as a place to live.

What Do Residents Like and Dislike About Living in Downtown or a Centre?

The top 10 positive and negative aspects of living in Downtown or a Centre are summarized in **Tables 7 and 8**. The survey responses were coded into the categories listed in the tables. There is general agreement among residents on the most important positive and negative aspects of living in their area. In each table the top 2 categories account for about one-third of responses and the top 10 categories account for about three-quarters of responses, although there are variations between the areas.

A common theme among the most-mentioned positive aspects of living in a Centre or Downtown is the notion of convenience and accessibility to many of the everyday needs of residents **(Table 7)**. People living in these areas appreciate being close to various amenities such as shopping, community and cultural facilities, transportation networks and services. This is consistent with the Official Plan's objectives. Other positive aspects include:

- Downtown residents like the fact that they live in an area that offers an "active urban lifestyle" with a variety of amenities available within walking distance of home.
- Scarborough Centre residents are more likely to appreciate being close to a highway or expressway but they also appreciate being within walking distance of local area amenities and services.

Table 8 indicates that automotive traffic and congestion and the general affordability of living in the area emerge as the most common negative aspects for Downtown and Centre residents. There are interesting variations between areas, however:

- Public transit issues are the number one concern among Scarborough Centre residents but they are less of a concern among residents in other areas.
- Etobicoke Centre residents indicated a strong need for more grocery stores in the area, and to a lesser extent this was also a concern for North York and Yonge-Eglinton Centre residents.
- Downtown residents are much less concerned with an overabundance of tall buildings in the area than those living in the Centres.

- Downtown residents are more concerned with homelessness and 'environmental' factors such as dirt, noise and pollution than those living in the Centres.
- Etobicoke Centre residents are more concerned with road conditions than residents in the other areas.
- Not enough libraries and concerns about safety stand out as issues for Scarborough Centre residents compared with the other areas.

Table 7 - Top 10 Positive Aspects of Living in Downtown or a Centre

	All Areas		Downtown		Etobicoke		NorthYork		Scarborough		Yonge-Eglinton	
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank
Convenience / Accessibility	20.6%	1	20.0%	2	13.2%	2	25.2%	1	25.3%	1	20.4%	1
Central location / Close to everything	13.3%	2	24.9%	1	6.0%	7	8.4%	3	7.6%	4	16.3%	2
Access to public transit	8.9%	3	2.4%	10	17.6%	1	12.2%	2	7.4%	5	5.8%	7
Location	6.7%	4	3.2%	9	7.7%	3	8.2%	4	6.7%	6	7.9%	4
Access to amenities / services	6.3%	5	5.9%	5	3.6%	11	5.5%	5	10.0%	3	7.3%	5
Safety	5.0%	6	1.4%	14	7.0%	5	3.8%	8	2.6%	9	9.4%	3
Ability to walk everywhere	4.3%	7	11.3%	3	1.9%	14	3.0%	11	0.7%	18	3.1%	11
To Own residence	3.7%	8	1.3%	16	7.3%	4	3.8%	9	2.2%	12	4.0%	9
Close to the highway	3.7%	9	0.1%	28	5.7%	8	4.4%	7	11.0%	2	0.1%	28
Close to sporting facilities	3.4%	10	1.0%	17	6.3%	6	4.9%	6	4.5%	8	1.4%	13
Access to restaurants / bars	3.3%	11	4.2%	7	0.6%	21	2.3%	13	1.3%	15	6.8%	6
Nice community / neighborhood	3.2%	12	1.4%	13	3.5%	12	3.7%	10	2.4%	10	4.8%	8
Access to shops / stores / market	2.8%	13	2.1%	11	1.7%	15	2.3%	12	5.6%	7	3.1%	10
Close to work	2.2%	14	6.2%	4	1.0%	18	1.0%	18	2.0%	13	0.5%	19
Urban lifestyle / vibrant area	2.0%	15	3.7%	8	0.7%	19	1.4%	16	0.6%	20	2.7%	12
Peaceful / Quiet	1.8%	16	0.3%	25	3.9%	10	2.3%	15	1.9%	14	0.8%	16
Environmentally friendly / parks space	1.5%	17	0.3%	24	3.9%	9	1.4%	17	1.3%	17	1.1%	14
Cleanliness	1.4%	18	0.3%	22	2.9%	13	2.3%	14	0.7%	19	1.0%	15
Access to culture	1.4%	19	4.9%	6	0.1%	24	0.4%	22	0.4%	22	0.6%	17
All Others	4.4%		5.3%		5.2%		3.3%		5.8%		3.0%	

Source: Living in Downtown and the Centres Survey, 2011

Table 8 - Top 10 Negative Aspects of Living in Downtown or a Centre

	All Areas		Downtown		Etobicoke		NorthYork		Scarborough		Yonge-Eglinton	
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank
Car Traffic / Congestion	20.1%	1	20.8%	1	12.4%	2	35.9%	1	11.8%	2	15.5%	2
Affordability	11.6%	2	13.3%	3	8.9%	3	8.9%	2	4.7%	7	18.1%	1
Need more grocery stores	8.4%	3	1.4%	16	21.3%	1	8.0%	3	4.2%	10	9.3%	3
Noise	8.2%	4	14.3%	2	5.7%	7	4.6%	5	3.7%	11	8.3%	4
Problems related to transit / TTC	5.8%	5	5.1%	7	6.1%	5	4.5%	6	11.8%	1	4.4%	7
Not enough parks / open space	5.0%	6	6.8%	5	3.5%	10	4.3%	7	5.5%	6	4.2%	9
Too many tall buildings / Condominiums	4.3%	7	1.5%	15	4.4%	8	6.0%	4	4.2%	9	6.1%	5
Safety / Security conerns	3.2%	8	4.0%	9	3.5%	11	0.5%	22	9.7%	3	1.0%	19
Not pedestrian friendly	3.2%	9	1.8%	12	6.1%	6	2.2%	12	3.4%	13	3.5%	11
Over crowded / Dense Population	3.1%	10	1.5%	14	1.0%	15	4.2%	8	6.3%	5	4.1%	10
Area not clean / Too dirty	3.1%	11	4.2%	8	2.1%	12	2.0%	14	1.3%	20	4.4%	8
Poor road conditions	3.0%	12	1.5%	13	8.4%	4	2.5%	9	3.4%	12	0.6%	21
Too much construction	2.7%	13	2.6%	11	1.4%	14	2.3%	10	0.8%	25	5.2%	6
Homeless	2.6%	14	7.8%	4	0.0%	31	0.2%	26	0.0%	28	1.6%	14
Pollution	2.1%	15	6.0%	6	0.5%	24	0.2%	25	1.3%	19	0.6%	22
Need more bike lanes/paths	2.1%	16	3.4%	10	1.9%	13	1.5%	17	2.1%	16	1.0%	17
Nothing / N/A / Don't Know	2.0%	17	0.5%	19	4.4%	9	1.8%	16	2.4%	15	1.7%	13
School related	1.8%	18	1.0%	18	0.7%	23	2.3%	11	4.5%	8	1.6%	15
Lack of parking/Parking restrictions	1.7%	19	1.0%	17	1.0%	16	1.8%	15	1.8%	17	2.9%	12
Too far from highways	1.3%	20	0.2%	24	0.9%	21	2.2%	13	2.6%	14	1.3%	16
Not enough libraries	1.0%	21	0.1%	28	0.2%	29	0.2%	29	7.3%	4	0.1%	29
All Others	4.0%		1.4%		5.7%		4.0%		7.1%		4.4%	

Source: Living in Downtown and the Centres Survey, 2011

How Satisfied are Residents With Local Services and Amenities?

For many residents, convenient access to services and amenities is an important positive aspect of living in Downtown or a Centre **(Table 7)**. The survey asked residents to rate their satisfaction with a selection of services and amenities on a scale of 1 to 10. **Table 9** shows the average rating for each service or amenity and highlights those that scored 7.5 or greater as an indication of "very satisfactory." All of the ratings are greater than 5.0 in each area, indicating that residents are generally satisfied with the services and amenities provided in their area. **Table 9** also shows the percentage of respondents who indicated that a service or amenity is not applicable to them. The larger this percentage, the lower the level of satisfaction with the service or amenity.

Generally, the same services and amenities are rated with the highest levels of satisfaction in all the areas; there is also a common set with the lowest levels of satisfaction. Across the board, residents are highly satisfied with access to public transit, and except for Downtown, with the transit service provided.

The results indicate that while the City's services may provide the foundation upon which to build successful Centres, there is also an important role for services and amenities more typically provided by retail and commercial businesses, such as restaurants, banks, food stores and entertainment. Residents generally showed high levels of satisfaction with these services, with the exception of entertainment and cultural facilities and grocery stores in Etobicoke Centre. Other variations between areas that stand out include:

- Etobicoke Centre residents are more likely to show the lowest levels of satisfaction with a particular service or amenity than residents in the other areas.
- Etobicoke and North York Centre residents were less satisfied with local shopping opportunities other than grocery stores.
- Scarborough Centre residents indicate a somewhat higher level of satisfaction with local roads and highways.
- Scarborough Centre residents were much less satisfied with local public libraries.
- Downtown and Yonge-Eglinton Centre residents were more satisfied with local medical and health services than those living in the other Centres.

Overall Satisfaction

Overall, Downtown and Centre residents tend to be very satisfied with the areas in which they live – offering an average satisfaction rating of 8.1 (on a scale of 1 to 10). About 20% of all respondents gave their area 10 out of 10, whereas only 6% rated their area as 5 or less on the scale. Each area had similar ratings:

- Downtown 8.2
- Etobicoke Centre 8.0
- North York Centre 8.1
- Scarborough Centre 7.8
- Yonge-Eglinton Centre 8.4

Table 9 - Satisfaction with Services and Amenities

	All Areas		Downtown		Etobicoke		NorthYork		Scarborough		Yonge-Eglinton	
	Avg Rating	N/A	Avg Rating	N/A	Avg Rating	N/A	Avg Rating	N/A	Avg Rating	N/A	Avg Rating	N/A
Access to public transit	8.6	1.5%	8.0	1.2%	8.8	1.5%	8.9	1.1%	8.4	3.0%	8.9	1.4%
Banks / ATMs	8.5	0.8%	8.5	0.5%	8.1	1.5%	8.6	0.6%	8.3	1.3%	9.0	0.3%
Restaurants and bars	8.1	2.5%	8.5	0.8%	7.6	3.8%	7.7	2.5%	7.8	4.8%	8.8	1.6%
Stores and shops, other than grocery/food	7.9	1.0%	8.3	0.3%	7.3	1.7%	7.3	1.7%	8.5	1.0%	8.3	0.7%
Theatres, cinemas, galleries, cultural activities	7.9	3.4%	8.5	1.0%	6.5	8.8%	8.1	3.0%	7.9	3.1%	8.3	1.6%
Transit service	7.9	1.9%	7.0	0.9%	8.3	2.7%	8.1	1.6%	7.9	4.4%	8.3	0.8%
Grocery / Food stores	7.8	1.0%	8.1	1.2%	7.0	1.1%	8.1	0.7%	8.3	1.3%	7.8	0.5%
Medical and health services	7.6	5.6%	8.3	2.5%	7.3	5.1%	7.1	8.0%	7.4	6.2%	7.8	7.0%
Public libraries	7.5	16.5%	7.6	16.9%	7.1	17.0%	8.4	11.2%	5.5	21.5%	8.0	17.0%
Roads and highways	7.1	6.0%	6.3	10.7%	7.3	4.0%	7.2	2.8%	8.1	1.9%	7.1	8.5%
Pedestrian walkways and footpaths	7.0	4.8%	7.0	3.1%	6.9	6.2%	7.1	4.4%	6.9	5.9%	7.2	5.2%
Parks and natural areas	7.0	5.0%	6.7	2.9%	7.4	5.6%	6.8	5.1%	6.8	6.9%	7.1	5.2%
Recreational facilities	7.0	16.6%	6.5	17.4%	6.9	22.0%	7.1	15.0%	7.3	10.7%	7.1	16.0%
Social services	6.9	48.7%	7.7	39.7%	6.1	56.1%	6.7	48.2%	7.4	32.6%	6.1	61.8%
Community Services	6.7	23.0%	6.4	28.4%	6.3	30.0%	7.0	17.6%	6.9	13.5%	7.1	21.9%
Public squares and other public spaces	6.6	12.0%	6.7	8.2%	5.9	22.5%	7.4	8.3%	6.8	10.9%	6.2	10.5%
Secondary schools	6.5	63.9%	6.0	70.5%	6.6	66.0%	6.7	60.6%	6.1	51.6%	6.9	65.8%
Elementary schools	6.4	63.8%	6.1	70.6%	6.6	65.4%	6.5	60.3%	6.2	50.5%	6.6	66.8%
Children's day care	5.9	68.8%	5.9	72.8%	5.8	70.7%	6.0	67.1%	5.7	55.4%	5.8	73.1%
Bike paths and bike lanes	5.5	32.0%	5.7	23.8%	5.9	36.4%	5.1	35.8%	5.5	34.0%	5.4	32.7%

Source: Living in Downtown and the Centres Survey, 2011

Looking Ahead

The Living in Downtown and the Centres Survey provides strong support for the Official Plan's policies for Downtown and the Centres. Residents are very satisfied with the areas in which they live. They offer good access to transit links to other parts of Toronto and the GTA, and they provide many of the necessities of daily life at their doorstep. Downtown and the Centres offer many amenities and services that allow local residents to live, work and play close to home. Although few residents of the Centres work in the area where they live, significant numbers use transit to get to work and school.

Households in Downtown and the Centres are typically small and have no children. Many are also young, although there is a significant cohort of middle-aged and older households. Some services and amenities will be more important for these households than others. This 'profile' is likely to remain stable as households looking for larger housing units move out and younger adults continue to move in. Although their present homes are typically small and relatively expensive, they provide these households with good access to transit and other services. As their family needs evolve, many of them will place a higher priority on larger more affordable housing and this may mean moving away from Downtown or the Centre in which they live.

The survey results showed strong similarities between Downtown and the Centres, but also revealed important local variations in their population profiles, roles in the housing market, and resident satisfaction with the quality of life in their area. Each is a unique place, and this should be recognized in their ongoing planning and development.

The survey reveals areas in which the quality of life in Downtown and in each of the Centres can be improved such as dealing with traffic congestion in some areas, improving the public realm, or providing more grocery stores in others. As Toronto continues to grow more people will soon call these areas home. The findings of the Living in Downtown and the Centres Survey provide important feedback for the 5-year review of the Official Plan and will help to inform future policy directions to ensure an exceptional quality of life for future Downtown and Centre residents.

Methodology

The Living in Downtown and the Centres Survey was sent to a total of 33,746 households in Downtown Toronto, Etobicoke, North York, Scarborough and Yonge-Eglinton Centres. The Summary of Responses table below indicates the number of surveys distributed to each area, response rates and margin of error calculations. The number of surveys sent to each area was based on a non-stratified random sample of households. While a survey sample of all households was created in Downtown, North York and Yonge-Eglinton, the number of households in Scarborough and Etobicoke were small enough to warrant delivery to the entire housing stock. The number of households in each area was derived from results of the Statistics Canada 2006 Census. Questionnaires were mailed to each household through Canada Post. A total of 5,199 questionnaires were returned and served as the basis for the analysis contained in this report.

The Living in Downtown and the Centres Survey generated a return rate of 15.4% which was accurate to 1.3% at a confidence interval of 95%. A total of 545 questionnaires (1.6% of total volume mailed) were returned as undeliverable mail.

Residents were given the choice of returning a completed questionnaire in the Canada Post prepaid envelope provided or through an online response website hosted by the City of Toronto.

The survey was conducted in the Spring of 2011.

Note About the Census

Statistics Canada conducts a census of the Canadian population once every five years. While the latest Census occurred in 2011, information from this survey has not yet been released. 2011 Census data will be released on pre-determined dates through 2012. Census information referred to in this report pertain to the 2006 Census. For more information about the 2011 Census, go to the Statistics Canada website: **statcan.gc.ca**

Living in Downtown and the Centres Survey - Summary of Responses

Survey Area	Sample	Returned	Response	Margin of Error (95%)
Downtown	7,575	1,301	17.2%	2.7%
Etobicoke	6,240	1,093	17.5%	2.7%
North York	7,215	993	13.8%	3.0%
Scarborough	5,956	722	12.1%	3.4%
Yonge-Eglinton	6,760	1,090	16.1%	2.8%
Total – All Areas	33,746	5,199	15.4%	1.3%

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12-106